

**METHOD AND APPARATUS FOR CONTROLLING A USER'S PC THROUGH AN
AUDIO-VISUAL BROADCAST TO ARCHIVE INFORMATION IN THE USER'S PC**

ABSTRACT OF THE DISCLOSURE

A method for allowing a consumer to access an advertiser's location over a global communication network. A normal broadcast program is broadcast to a class of consumers having a unique signal embedded therein, which unique signal embedded therein is associated with a particular advertiser and a predetermined location on the network. Additionally, the unique signal has encoded therein a unique code that correlates with the location of this predetermined location on the network. When the unique signal is received at a consumer's location, the unique signal is decoded to extract therefrom the unique code. In response to this decoding, routing information to the predetermined location on the network from a consumer's computer on the network at the consumer's location is determined. This determined routing information is then archived in the consumer's computer.